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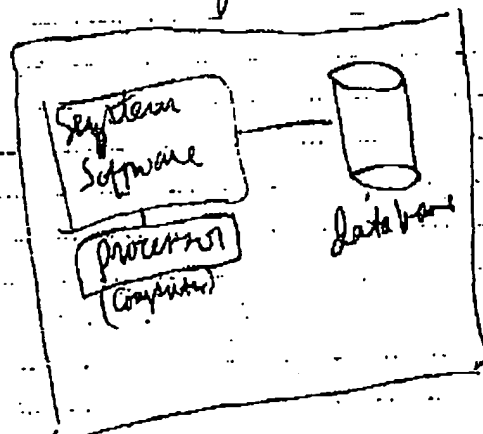
TE. Sys - Cell phone / mobile Commerce with GPS - location
 position - with capability in a system to store position
 locations of the user / cell phone, with information
 used for marketing / purchases / targeted advertisements
 to the cell phone / user.

Targeted
Marketing
Cell System

Thomas G. Costello

Read and understood: The Coverage

System may include operating system with
 software at a control system or server to store
 at least two points in a defined period of
 time to determine where the cell phone / user
 is at and where's direction of travel, utilizing
 GPS Technology.



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System may include storage for storing transactions made or purchases made by the user on the cell phone for further analysis such as determining trends related to purchases made. Historical trends may help to determine what information may be of interest to user in the future.

Thomas E. Covington
Read and Understood: [Signature]

Trans

User makes purchases

Transactions stored in system

Transactions analyzed

Trends determined

User profile computed and stored.

31

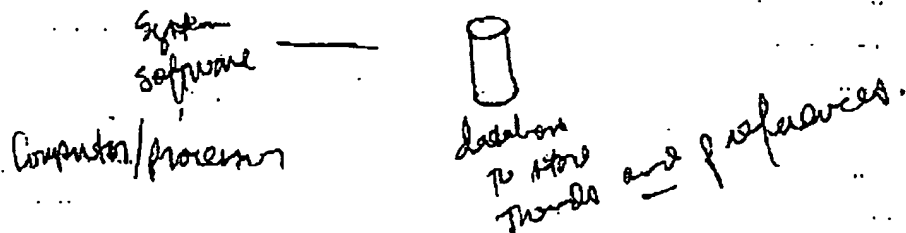
Trends may be combined - purchase trends (data points) and location data points to determine further (combined) trends to identify and analyze purchasing habits and other trends by the cell phone user.

Therese Lestane

Read and Understood: Terri Covington

The user of the cell phone may select choices or preferences in response, or to be analyzed with, any historical trends in targeted marketing to the user.

The preferences may be stored in memory and associated with the particular user.



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User preselections or preferences may be selected on the cell phone through a menu, on the cell phone utilizing the keypad and/or a screen or a touch pad screen.

System includes device work together to target user. The device may be the cell phone, with purchasing capability using blue tooth technology or 802.11b wireless protocol, or other wireless method. The device may be a PDA, cell phone, Blackberry-type devices using paging system.

System includes the cell phone system, with base station and the computer system with the database, software, and programs for analyzing the preselected user information, location trends and the purchasing trends.

User preselections may be made on the Internet with a web page with security access - to access user accounts and to make preselections and to change preselections.

Thom & Cantrell

Read and Understood: Terri Covington

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March 5, 2000

Users actions / purchases as well as travels stored in memory. User's information stored, processed and analyzed. System then notifies the user through the cell system if X and Y location. Location to be in close proximity to the user.

Users actions / travels
stored in memory

(responsive)

User notified if X
in location Y.

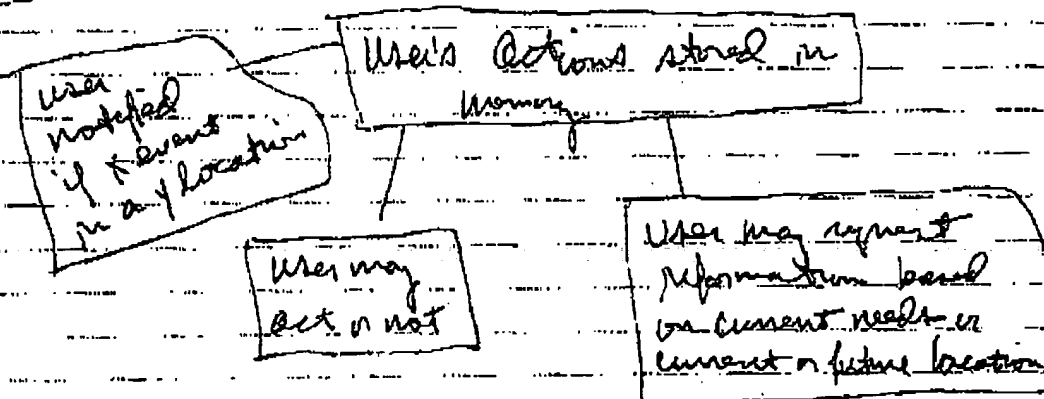
April 10, 2000

User may request information based on interests of current location by utilizing cell phone screen and menu. Any requests made by user may be stored in the historical database and may be included in any subsequent graph analysis.

Thomas E. Longfance
Read and Understood: Tami Covington

34

May 16, 2000



All user activity is tracked, stored in the database and analyzed (processed). The user's profile is updated at certain intervals and the targeted marketing is modified as the user's trends and interests are predicted or corrected based on when determining what marketing or ads will be presented to the user.

Therapy Center

Read and Understood: Jill Covington

35

May 30, 2000

Information regarding the user's actions may be provided to the system by the user's location in an establishment. The cell phone and system may communicate via Bluetooth or other short wave communication device. This may allow certain ads or marketing to be sent to the cell phone, and information regarding the user, such as past purchases, home area, past locations, preferences or preferences etc. to be sent to the establishment.

June 26, 2000

User preferences may be captured by phone or Internet. User may have preferences based on topics of interest, such as books at interest, special offers at restaurants, movie theaters, etc. The special offers may be based on current activity at the establishment. For example, if a restaurant is slow and the fish or other fresh meat or produce may go bad or spoil if not sold that day. Special offers may be provided to target groups based on preferences, past trends, user location or other historical and/or geographical information.

Thom E. Costone
Rice and University
New Houston

36

July 19, 2000

User prescriptive process my look like:

prescriptions made

|
selection by topic|
Profile of user set by user
a by trends|
Demographics / geographical information
set|
information / selections
saved and stored
in memory|
establish baseline
can be modified over time / usage

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August 21, 2000

Information is baseline on user trends to
be updated over time and usage.

prescriptions and usage → Baseline

usage, location tracked
and saved.

information stored

information processed

historical information or trends established
and processed

targeted ads/marketing sent to users
based on information processed.

Thruout Lifetime
Need and understood: Term Coverage

38

September 10, 2000

The user actions and reactions are stored and analyzed. The reactions by the users may be just as important as the action of the user. If the user does not respond to some sale target ads for low and store then the information would be processed and low and store ads could be eliminated or eliminated in terms of targeted ads sent to the user.

Any types of targeted ads may be sent to user, not just from an establishment in the devices may communicate with each other. For example, a male looking for a female or vice versa may find a match based on preferences, messages sent, information and which made, and then notification. The users of the users are with a certain distance from each other like on a the same bar or the floor.

Thomson Control
Lead and Understood. John Lovestone

39

October 7, 2005

The information compiled on the users may be very valuable and may be sold from the service provider to other commercial entities or that other targeted marketing may be completed.

Frequent users or consumers of certain establishments may receive additional ads and discounts based on their frequency of use. A discount code or key word could be utilized if not completed electronically.

The discount code may be sent to the users via mail box or by text message for retrieval by the user. These offers or discounts may be made on a periodic basis. The above establishments will be by cycle of business.

Thank & Continue

Bob and Understood Time/Over time

40

October 27, 2000

length diff. of packet application packet
with first set of classes.

November 3, 2000

User groups may be created by the system
to perform offering of broadcasting. The targeted
ads. The user groups may change their composition
user based on trends and usage. The user group
may be initially set by prescriptions made by
the user.

A user group may be established by geographic
information as well. For example if a user travels a
segment route, this route information and user may be
associated with other users who travel a similar
route. This user group may receive targeted ads based
on the route they travel.

Therese C. Brown

41

November 29, 2000

Draft pat application prepared

Database includes:

Prescriptions

Usage

Transactions

Frequent routes

Responses to broadcasts

Historical demographics

All this information is stored and analyzed to
produce trends to produce efficient targeted ads.

Thom & Catherine

Read and understood: Tom Coverstone

TOTAL P.14

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